-recruiting the most connected people

-early days try and error, used algorithms to locate them(influencers in social networks)

-articulate their connectedness

-Communities ,Co-creation , consumer , culture , conversation(the new C’s of branding)

-around the consumer

-semiotics-cultural codes – residual codes , community codes , emerging codes

-ethonograpghy

routine in the morning

-breakfast cereal

-has it for afternoon snack

-3 pieces of fruit

-eats it anytime of the day

-buys jungle oats

-less healthy one---- but tastes nicer

-eats the plain the but would prefer to have sweeter

-would take the plain if didn’t have additives

-likes breakfast coz its simple all day

-very sporty

-family

-dried fruit n museli

-willing to spend money on cereal

Makerere University

Akash